

ORDER



Orders
Order / Rev: 68633
Alt Order #: 9852712 /Brad
Product Desc: DAVID FREED FOR AG
Estimate: 482
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/29/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Freed/R/Attorney General
Demographic: A35+
Product Codes: State Attorney General
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	69	\$30,700.00	\$26,095.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	69	\$30,700.00	\$26,095.00	0.00
Totals	69	\$30,700.00	\$26,095.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	21%	\$30,700.00
Market	100%	\$146,190.48

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	3%	\$4,385.71
WGAL	37%	\$54,090.48
WHTM	28%	\$40,933.33
WLYH	1%	\$1,461.90
WPMT	10%	\$14,619.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	6	\$75.00	P-2	0.00	NM	6	\$450.00
N 2	WHP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7a-9a	-T-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----			1			\$75.00		0.00			
N 3	WHP	10/30/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			4			\$200.00		0.00			
N 4	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					6	\$325.00		0.00			
N 5	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					4	\$275.00		0.00			
N 6	WHP	10/30/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	6	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					6	\$175.00		0.00			
N 7	WHP	10/30/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	6	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					6	\$175.00		0.00			
N 8	WHP	10/30/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	6	\$200.00	P-2	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					6	\$200.00		0.00			
N 9	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					6	\$800.00		0.00			
N 10	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					6	\$325.00		0.00			
N 11	WHP	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$140.00		0.00			
N 12	WHP	11/05/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----					1	\$2,250.00		0.00			
N 13	WHP	10/30/12	10/30/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-T-----					1	\$3,250.00		0.00			
N 14	WHP	10/31/12	10/31/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	--W----					1	\$3,000.00		0.00			
N 15	WHP	11/01/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---T---					1	\$2,500.00		0.00			
N 16	WHP	11/02/12	11/02/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	----F--					1	\$1,350.00		0.00			
N 17	WHP	10/30/12	11/04/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$140.00	P-2	0.00	NM	5	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----SS					2	\$140.00		0.00			

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N17	WHP	10/30/12	11/04/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$140.00	P-2	0.00	NM	5	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----SS		2				\$140.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
	See MG 17.3, 17.4, 17.5, 17.6, 17.7 [Program Change]														
2	WHP	10/30/12-11/05/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
	See MG 17.3, 17.4, 17.5, 17.6, 17.7 [Program Change]														
3	WHP	11/03/12-11/03/12		SEC Prime Game		Various	-----Sa--	:30		\$550.00		0.00	NM		
	Ⓜ MG for 17.2, 20.1, 17.1 [Approved by Buyer]														
4	WHP	10/30/12-11/02/12		M-F 6a-7a News		6a-7a	-TWThF----	:30		\$120.00		0.00	NM		
	Ⓜ MG for 17.2, 20.1, 17.1 [Approved by Buyer]														
5	WHP	11/05/12-11/05/12		M-F 6a-7a News		6a-7a	M-----	:30		\$120.00		0.00	NM		
	Ⓜ MG for 17.2, 20.1, 17.1 [Approved by Buyer]														
6	WHP	10/30/12-11/02/12		M-F 5a-6a News		5a-6a	-TWThF----	:30		\$30.00		0.00	NM		
	Ⓜ MG for 17.2, 20.1, 17.1 [Approved by Buyer]														
7	WHP	11/03/12-11/04/12		Sa-Su LF		1130p-130a	-----SaSu	:30		\$35.00		0.00	NM		
	Ⓜ MG for 17.2, 20.1, 17.1 [Approved by Buyer]														
N18	WHP	11/03/12	11/03/12	CBS This Morning Saturd Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-		1				\$125.00		0.00			
N19	WHP	11/03/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-		1				\$250.00		0.00			
N20	WHP	11/03/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-		1				\$575.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		Sat Reg 2		9p-10p	-----Sa--	:30		(\$575.00)		0.00	NM		
	See MG 17.3, 17.4, 17.5, 17.6, 17.7 [Program Change]														
N21	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$275.00		0.00			
N22	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$1,800.00		0.00			
N23	WHP	11/04/12	11/04/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$200.00		0.00			
													Totals	69	\$30,700.00